



2020 NORTH FRONTENAC ECONOMIC DEVELOPMENT STRATEGIC PLAN
FEBRUARY 2020 – 2 YEAR PLAN TO BE REVIEWED AND UPDATED ANNUALLY

Introduction

North Frontenac's Economic Development Task Force was formed to identify and promote opportunities for community and economic development in the Township. It does this by making recommendations to Council and by operating a small budget of its own. It is volunteer and Council driven with staff support.

Tourism is the major force in North Frontenac for economic activity, supported by lodges, cabin rentals and campgrounds. There is also a base of businesses in retail, construction, forestry, small manufacturing and crafts. Seasonal residents outnumber permanent residents by more than two to one, and have a large impact on construction and retail. Also, we are host to an increasing number of seniors who convert cottages to permanent homes, largely on waterfront locations - they generally do not start new businesses but support existing businesses and are the basis of a crucial volunteer sector.

Currently we are in need of more accommodation and retail services on a year-round basis to support increased tourism activity. Services are partially in place but need to be enhanced to be sure we can support tourism objectives. Our tagline "4 Seasons, More Reasons" must be supported by accommodation, and business owners must be able to earn income in all seasons.

We depend on our natural environment as a draw for both tourism and lifestyle based business choices. North Frontenac is seen as an accessible, unspoiled wilderness area by urban residents from Ottawa, Kingston and Toronto. The Economic Development Task Force will promote business activity which protects and enhances the assets we have now, in accordance with the Township's Strategic Plan.

Mission

To support the development of economic wealth within our community, and to improve the economic wellbeing and quality of life of our community; to implement initiatives which enhance the community by creating and/or retaining jobs, businesses, supporting incomes and increasing the tax base.



Vision

To promote Economic Opportunities and help businesses in North Frontenac thrive on a year round basis.

Mandate

To provide recommendations to North Frontenac Council regarding Economic Development opportunities.

Objectives

- (1) Tourism Expansion and Community/Business Development.
- (2) Investigate Incentives for Businesses.

Initiatives

From Objective 1: Enhance Tourism Opportunities: 2020

- 1(a) Identify and interview potential Investors for potential Business Opportunities.
- 1(b) Continue to work with Frontenac County to coordinate activities in regards to the County of Frontenac Accommodation Review and Strategy for Growth.
- 1(c) Complete a monthly Business Profile for existing Businesses for the Township's Website, Social Media Pages and Council Meeting Agendas.
- 1(d) Continue with Star Gazing Activities and Mural Projects.
- 1(e) Plan a Bus Tour for Businesses to attend other Businesses throughout the Township.
- 1(f) Install Township Maps at various Rest Stops throughout the Township.

2021

- 1(g) Determine feasibility of a Star Gazing Festival in North Frontenac Township.
- 1(h) Determine feasibility of a contest for singer/songwriter to create and record a North Frontenac themed song.

From Objective 2: Investigate Incentives for Businesses (2020):

- 2(a) Continue to Investigate opportunities to expand the North Frontenac Community Improvement Plan and make recommendations to Council.